

PRE-SORTED
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SUNNYVALE, CA
PERMIT NO. 112

Sunnyvale

City of Sunnyvale
Main Numbers

City Manager's Office
408-730-7480

**Community Development/
One Stop Permit Center**
408-730-7444

**NOVA/Employment
Development**
408-730-7232

Finance Department
408-730-7380

Human Resources
408-730-7490

Information Technology
408-730-7540

Library
408-730-7300

Parks & Recreation
408-730-7517

Public Safety
408-730-7100

Public Works
408-730-7415

Utilities
408-730-7681



City Hall

will be closed on the following holidays:

Memorial Day • Monday, May 30, 2005

Independence Day • Monday, July 4, 2005

Farmers' Market

Every Saturday

S. Murphy Ave between Washington & Evelyn
9a.m.-1p.m.

For more information call 510-745-7100



BUSINESS PAGE

Sunnyvale
City of Sunnyvale
P.O. Box 3707
Sunnyvale CA 94088-3707

The Economic
Development
Newsletter
for Sunnyvale
Businesses
Winter 2005

Support your local
Sunnyvale businesses!



Sunnyvale

BUSINESS PAGE

The Economic
Development
Newsletter
for Sunnyvale
Businesses

Winter 2005

On February 24, 2005, the City of Sunnyvale honored the Sunnyvale companies recognized as part of the following organizations' awards:

- Deloitte & Touche:
North America Technology Fast 500
- Deloitte & Touche: Silicon Valley
Technology Fast 50 and Rising Star
- Silicon Valley Business Journal:
Top 100 Fastest Growing Private Companies
- Silicon Valley Biz Ink:
Top 25 Fastest Growing Tech Companies
- Ernst & Young Entrepreneur of the Year

These "Rising Stars of 2004" reinforce Sunnyvale's continued role as the Heart of Silicon Valley. "The Rising Stars" are:

*North America Technology Fast 500 by
Deloitte & Touche*
Blue Coat Systems, Inc.
Blue Pumpkin
Interwoven, Inc.
Intuitive Surgical, Inc.
Juniper Networks, Inc.
Kyphon, Inc.
NetScreen Technologies
OmniVision Technologies
SanDisk Corporation
SonicWALL, Inc.

*Silicon Valley Technology Fast 50 by
Deloitte & Touche*
Intuitive Surgical, Inc.
Kyphon, Inc.
NetScreen Technologies
OmniVision Technologies

*2004 Silicon Valley Rising Star Award by
Deloitte & Touche*
PalmSource, Inc.

*Fastest Growing Private Companies by Silicon
Valley Business Journal*
Adeza Biomedical Corporation
Atheros Communications, Inc.
cMango, Inc.
Hirsch Machine, Inc.

Ernst & Young Entrepreneur of the Year
Technology – Finalist
Dan Warmenhoven, Network Appliance
Health Sciences – Finalist
Michael A. Baker, Arthrocare Corporation

Top 25 Fastest Growing Tech Companies – Biz Ink
Atheros Communications, Inc.
Leadis Technology, Inc.
OmniVision Technologies, Inc.
SanDisk Corporation

Representatives of the firms were recognized at a breakfast event hosted by the City of Sunnyvale Economic Development Division. Sunnyvale Mayor Dean J. Chu presented the awards. Silicon Valley Business Journal Publisher Vintage Foster presented his views on "The Recovery of Silicon Valley-Myth or Reality."

Rising Stars

Sunnyvale
Recognizes
"Rising Stars"

City to Host
Forums on
Potential Tax
Increases

In May 2003, the Sunnyvale City Council appointed an ad hoc advisory committee to review potential options for increasing existing taxes and/or establishing new local taxes to support services provided to both residents and businesses. Though the committee recommended that tax increases should not be pursued, it identified the Business License Tax and the Transient Occupancy Tax as possible candidates for ballot measures to present to Sunnyvale voters. The City Council decided not to place a measure on the November 2003 ballot. As part of the fiscal strategies adopted by the City Council with the FY 2004/2005 Budget, these two issues will be revisited over the next few months.

Mayor Dean Chu will host two open forums where staff will present information about the City's current financial outlook and potential options for increasing the Business License Tax.

Sunnyvale businesses are invited to attend one of these forums and participate in the discussion. The Business License Tax Forums will be held on Tuesday March 22 and Friday March 25, 8:30 a.m., West Conference Room, City Hall. Smaller roundtable meetings will be held on the Transient Occupancy Tax during the months of February and March.

Any recommended increases to the Business License Tax or Transient Occupancy Tax will be scheduled for consideration at City Council meetings in the coming months. Information on both of these policy issues will be posted on the City of Sunnyvale web site, or you may contact the Economic Development staff for more information. If you would like more information about upcoming meetings, please call Economic Development at 408-730-7607.

Murphy Awards
Presented

The City of Sunnyvale congratulates the following recipients of the 40th Annual Murphy Awards presented by the Chamber of Commerce on January 22.

SUNNYVALE SCHOOL DISTRICT
TEACHER OF THE YEAR
Maria Matteis – Cherry Chase School

FREMONT UNION HIGH SCHOOL DISTRICT
TEACHER OF THE YEAR
I'Heng McComb – Monta Vista High School

ALUMNUS OF THE YEAR
LEADERSHIP SUNNYVALE
Pat Plant – San Jose Presbytery

SUNNYVALE COMMUNITY SERVICES
VOLUNTEER OF THE YEAR
Sue Barbieri

ONIZUKA ENLISTED MEMBER OF THE YEAR
TSgt. Alex X. Villalpando

ONIZUKA OFFICER OF THE YEAR
Captain Sean P. Hanlen

MOFFETT PARK BUSINESS AND
TRANSPORTATION AWARD
*Susan Dietz
Lockheed Martin Space Systems Company*

CHAMBER AMBASSADOR OF THE YEAR
Mike Johnson – PennySaver

EDNA COSTA CHAMBER VOLUNTEER OF THE YEAR
David Hunt – Intero Real Estate Services

CHAMBER MEMBER OF THE YEAR
Sheila Collins – Pali Graphic Design

CHAMBER BUSINESS OF THE YEAR
Toyota Sunnyvale

ATHENA AWARD
*Carla Cobb Davis – Founder & CEO
DBC Real Estate Services, Inc.*

SERVICE TO THE COMMUNITY AWARD
Camino Medical Group

COMMUNITY SPIRIT AWARD
Specialty Solid Waste & Recycling

OUTSTANDING SERVICE TO THE LOCAL
BUSINESS COMMUNITY
NASA Ames Research Center

PIONEER AWARD
Wyant & Smith Funeral Home & Crematory

PRESIDENT'S AWARD
Leslie Horton – eTime Solutions

CHAIR'S AWARD
Cassandra Nash – Sunnyvale Chamber

Savings By Design is a statewide program encouraging high-performance non-residential building design and construction. Sponsored by California's four investor-owned utilities, the program offers building owners and design teams a wide range of services:

- *Design Assistance* provides analysis and information to help you design energy-efficient buildings.
- *Owner Incentives* help pay for the investment of energy-efficient buildings.
- *Design Team Incentives* reward designers who meet ambitious energy-efficiency targets.

Whole Building Approach

This approach is the preferred method of achieving energy savings because it considers integrated, optimized energy solutions.

Whole building analysis uses computer simulation to provide reliable comparisons of various efficiency alternatives and quantify the effects of improving the building's systems.

Detailed energy-use projections and life-cycle costs demonstrate that the estimated incremental costs associated with energy-efficiency strategies can be recovered quickly through reduced operating expenses.

Incentives of up to \$150,000 are available for projects estimated to exceed a Title 24 or standard practice baseline by at least 10% on a whole building performance basis. Design teams may be eligible for additional incentives if the project performs at least 15% better.

Systems Approach

This approach encourages designers to look at the systems of a building rather than individual equipment or fixtures. Each building system can

be designed to achieve greater efficiency as a whole, rather than as a collection of components.

Your Savings By Design representative can help you identify system options, quickly estimate the associated potential savings, and identify which systems qualify for incentives up to \$75,000, including:

- Daylighting
- Heating, Ventilation and Air Conditioning
- Interior Lighting
- Supermarket Refrigeration
- Service Hot Water
- Industrial Processes

Does your project qualify for Savings By Design incentives and design assistance?

Pacific Gas & Electric Company's Savings By Design might be just what you are looking for if:

- PG&E is your gas and/or electric service provider
- Your project is classified as a high-rise residential (greater than three stories) or as a non-residential (commercial, industrial, or agricultural)
- Your project will be a newly constructed facility, addition of conditioned square footage, change in owner, change in use, or addition of load
- You are interested in reducing your facility's annual operating cost
- You are interested in receiving up to \$150,000 from PG&E by incorporating energy-efficiency measures into your project

If you can check off the items above, you are a prime candidate for PG&E's Savings By Design Program. Please contact PG&E at 1-800-468-4743 or savingsbydesign@pge.com for details.



What You Need to
Know About

Savings By Design

Savings By Design

On Wednesday, March 23, the Sunnyvale Rotary Club, Junior Achievement of Silicon Valley and Monterey Bay, NOVA Youth Employment and the City of Sunnyvale are sponsoring the 5th Career and Job Faire at Fremont High School. More than 1,500 students have participated annually in past events.

The Career and Job Faire includes formal presentations and networking time so students can interact with the participating businesses and organizations. The event will begin at 9 a.m. and last until 3 p.m., and will be broken into segments tied to their Fremont Union High School class

schedule. The Faire offers students the opportunity to apply for paid and unpaid internships and volunteer opportunities that are offered by businesses.

Event sponsors are excited about the opportunity to expose our local students to career options and to give you and your organization a forum to showcase your expertise. Please contact Karen Davis, Economic Development Manager, at 408-730-7628 or kdavis@ci.sunnyvale.ca.us no later than March 7 to confirm your participation. You will receive additional information when your participation is confirmed.

Fremont High
School to Host
Career Faire